

Prashant Jaisinghani

www.sillypen.com

Content Design and Product Storytelling leader with 20+ years of experience shaping customer experiences for growth, accessibility and user delight.

Contact: 415 637 6354 prashantsgotmail@gmail.com

Experience

Netflix | Los Gatos, CA | 2019 – 2026

Senior Content Designer

Designed, tested and productized experiences to bring in over 750 Million in revenue.
Launched the Netflix ads plan and led content design on acquisition and retention projects.
Helped audiences discover new features and build brand loyalty.

Adyen | San Francisco, CA | 2018 – 2019

Content Writer

Created videos and data-driven articles to establish the company as a fintech thought leader.

CBS Interactive | San Francisco, CA | 2011 – 2018

Senior Writer

Established and generated fandom for entertainment on CBS, CNET, CBS Sports, GameSpot and Game Market through video, web, print advertising and events.

Traction | San Francisco | 2010 – 2011

Copywriter

Ideated and produced results-based video, web and print for Salesforce, Alibaba.com, Shutterstock, Apple, Intuit and TurboTax.

Freelance | San Francisco, CA | 2008 – 2010

Copywriter

Created video, print and radio for agencies like Publicis Modem & Dialog, Traction, Real Branding, PJA, Gap, MyPoints, Picaboo, EMC Creative and Trend Micro.

Academy of Art University | San Francisco, CA | 2007

Instructor

Built and taught curriculum for Advertising 101 in partnership with an art director.

Y&R | San Francisco, CA | 2004 – 2008

Copywriter

Created iconic video, web and print advertising for NCAA, Chevron, Cadbury Schweppes (including Diet Dr Pepper, Canada Dry Ginger Ale & 7UP) and Heavenly Mountain Resort.

Mad Dogs & Englishmen | San Francisco, CA | 2003-2005

Intern/Freelancer

Butler, Shine, Stern & Partners | Sausalito, CA | 2003

Intern

Education

Academy of Art University | San Francisco, CA | 2003

MFA Advertising

Sir J.J Institute of Applied Art | Mumbai, India | 2000

BFA Applied Art